

In the Specification

Page 11, line 16, delete ~~challenged~~, and insert "challenge".

Page 11, line 18, delete ~~marketing~~ and insert "marketing". (second occurrence)

Page 34, line 13 - Page 14, line 7: Replace paragraph with the following amended paragraph:

In summary, the present invention provides a method of and software for determining effectiveness of direct personal promotion efforts in a marketing environment in which representatives make contact with a customer in accordance with a prioritized list, comprising the steps of: (1) creating on a computer an electronic a prioritized list of customers for representatives of an organization to use in contacting customers, the electronic prioritized list including an identification of a customer identity and a specified contact frequency for each such customer to be executed by the representatives; (2) adjusting the specified contact frequency for a selected subset of customers on said electronic prioritized list to create an electronic adjusted prioritized list; (3) communicating the electronic adjusted prioritized list to the representatives (e.g. by generating call lists for each representative or groups of representatives) ; and (4) measuring changes in the promotional response among the selected subset of customers and recording data relating to said changes in an electronic data storage system. The invention further include a method of improving effectiveness of such direct personal promotion efforts by a further step of using the measured change in promotional response among the selected subset of customers as an input to creation of an updated electronic prioritized list with a modified contact frequency targeting the customers most likely to yield additional sales. In the case of pharmaceutical marketing, such additional sales are generated by the physician's decision to prescribe a marketed drug; but in other contexts the customer may themselves purchase a product or service for their own consumption, or may purchase the product or service for resale to a consumer, or the call may be a service call that will yield improved customer satisfaction.